

Recruitment and Retention Strategies

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Preventive Medicine at RUSH

- Women's Health Initiative (WHI)
- African American Study of Kidney Disease & Hypertension (AASK)
- Antihypertensive & Lipid Lowering to Prevent Heart Attack Trial (ALLHAT)
- Enhancing Recovery In Coronary Heart Disease (ENRICHD)
- Study of Women's Health Across the Nation (SWAN)
- Heart Failure Adherence and Retention Trial (HART)

TOP 10 List **for Successful Recruitment**

- 10. Develop a recruitment plan

Top 10 List for Successful Recruitment

- 9. Choose recruiters carefully.

Top 10 List for Successful Recruitment

- 8. Match recruiters to subjects ?

Top 10 List for Successful Recruitment

- 7. Develop a tracking system and monitor carefully.

- Top 10 List for Successful Recruitment

- 6. Principal Investigator must get involved.

Top 10 List for Successful Recruitment

- 5. Keep relationships with recruiting collaborators healthy.

Top 10 List for Successful Recruitment

- 4. Keep staff healthy.

Top 10 List for Successful Recruitment

- 3. Identify barriers to successful recruitment.

Top 10 List for Successful Recruitment

- 2. Overcome barriers to participation.

Top 10 List for Successful Recruitment

- 1. Change unsuccessful strategies quickly!

TOP 10 List
for Good Retention

.....drum roll please

Top 10 LIST:

- **10 Be considerate of participants' time – keep it simple.**

Top 10 LIST:

- **9. In advance, decide on the minimum data needed**

Top 10 LIST:

- **8. Develop and maintain good relationship with primary care physician**

Top 10 LIST:

- **7. Use strategies that are sensitive to diversity by gender, age, ethnicity, and education.**

Top 10 LIST:

- **6. Give special attention to reluctant subjects.**

Top 10 LIST:

- **5 Avoid staff burnout.**

Top 10 LIST:

- **4 Submit a REALISTIC budget that includes a line item for retention tools.**

Top 10 LIST:

- **3 Make expectations clear.
Keep promises.**

Top 10 LIST:

- **2. Choose your participants wisely.**

Top 10 LIST:

- **1. Make your participants feel special!**



"I'm not trying to sell you anything, sir. I'm doing market research, and all I ask is two or three hours of your time to answer a few thousand questions."

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